

**NEW HAMPSHIRE LIQUOR COMMISSION**  
**Request for Bids 2013-09**  
**In-Store Music & Advertising**

Responses to Potential Respondent Inquiries  
November 14, 2012

1. Are there existing audio speakers installed and working at the listed locations?

*Yes, except for Store #2 in West Chesterfield, which will be moving to a new location in December/January.*

2. If speakers are to be installed, what is the basic square feet of the locations?

*The new West Chesterfield store will be 10,000 square feet.*

3. Does the contractor provide and pay for monthly internet service?

*The contractor provides internet service and bills the New Hampshire Liquor Commission for that service monthly.*

4. On page 4, 2b: "Contractor shall provide and install audio equipment..." Is the New Hampshire Liquor Commission paying for the audio equipment and installation? Or is the entire audio hardware, internet service viewed as a leasing model?

*The services requested in this RFB are viewed as an all-inclusive leasing model.*

5. How many New Hampshire Liquor Commission Voiceovers will be produced a month?

*On average, the New Hampshire Liquor Commission requests production of 2-3 in-store promotional messages. During the holiday season, up to 5 may be requested.*